MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

PWC1010 – WORKPLACE COMMUNICATION

(All sections)

31 MAY 2016
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FIVE** pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write all your answers for **SECTION A** and **B** in the Answer Booklet.

SECTION A: CASE STUDY [30 MARKS]

Question 1 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Tyledol was the most successful over-the-counter product in Asia with over one hundred million users. Tyledol was responsible for 19 percent of Dawson's corporate profits and was the absolute leader in the painkiller field. James Andrews, deputy director at Dawson's corporation was informed by his ex-colleague who is working as a reporter that they have received insider's news where several people were admitted into the hospital after consuming Tyledol from contaminated bottles.

Upon receiving the news, James Andrews immediately contacted the production manager to enquire about the situation. The production manager explained that an oral report on the malfunction on one of the manufacturing machines has already been presented to James during the board meeting a few weeks before the incidents, and he is still waiting for James' directives to solve the matter. Recalling on the matter, James realized that during the board meeting he was too engaged in the discussion on the upcoming international projects, marketing campaigns, as well as settling urgent public relation matters that he has overlooked the report presented by the production manager.

Without any further delay, James contacted the manufacturing plant supervisor in China, where the plant is located, to inform him on the urgent situation. However, James was rather reluctant to talk to the China Plant manager, Mr. Lee, due to previous bitter experiences working in the mainland. James found it difficult to work with workers there due to the differences between Western and Eastern working culture. Making matters worse, during the entire phone call, the line was crackling due to the poor international network connection. Half an hour later, failing to convey his message, James ended the phone call with frustration. Later, James wrote Mr. Lee a detailed email explaining to him about the matter at hand and informing him on the actions to be taken.

James then formed a seven- member strategy team to overlook the crisis and to solve the problem as soon as possible.

i. Explain the communication barrier experienced by James when he overlooked the report presented by the production manager.

(5 marks)

ii. State **TWO** types of noise experienced by James when he was communicating with the plant manager, Mr. Lee, from China. Provide examples from the case study above.

(4 marks)

iii. Identify **TWO** factors that influenced James' decision in choosing e-mail as the alternative medium to explain to Mr. Lee about the situation at hand. Justify your answer.

(4 marks)

Continued...

iv. Suggest **TWO** possible solutions that the strategy team can adopt to solve the crisis.

(2 marks)

Question 2 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Ron is a fresh graduate from Tassle University with a degree in Bachelor of Accounting. He has recently accepted a job offer as an Account Executive in Walsh Accounting Firm, one of the largest accounting firms in Asia. During his interview, he was able to showcase his skills and abilities through his university achievements and activities. He mentioned about his leadership roles as a student council president and his strengths in managing and organizing his tasks efficiently. The interviewer, Madam Leiah, who is the Accounts Manager of the company was convinced about his ability and decided to offer him the job.

On the first day Ron reported for his duty, Madam Leiah assigned him his first project. He was asked to fully understand the layout of the project in a short span of time and was required to present it to the top management in the next 3 hours. Ron became nervous as he knows that this is his first task given by his superior and he needs to excel in this task. He tried reading and memorizing the details, however, nothing seems to stick to his mind.

During the presentation, Ron did terribly. He looked pale and was sweating profusely. He presented some inaccurate information and had forgotten a huge portion of the details. He was mumbling at times and was constantly looking at his notes. After the presentation, Madam Leiah approached him and scolded him. She expressed her disappointment towards his performance. She felt that he had exaggerated his abilities during his interview and that he was nothing that he said he was. Ron was dishearten by the comments and began to regret accepting this job.

i. What was the type of interview that Ron has participated during his interview session with Madam Leiah?

(1 marks)

ii. What are some of the traits that Ron has mentioned during the interview session? Provide **TWO** examples mentioned in the case study.

(2 marks)

iii. Provide **ONE** type of downward communication Madam Leiah has conducted with Ron. Describe and state the examples mentioned in the case study.

(2 marks)

iv. Suggest **THREE** possible tips that Ron can apply to deliver an effective presentation. Provide detailed elaboration to each of the tips suggested.

(6 marks)

Continued...

v. Both Madam Leiah and Ron portrayed two different roles as communicators. Indicate what type of communicators did Madam Leiah and Ron present and elaborate the characteristics of each type.

(4 marks)

Continued...

SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]
Instructions: Write a **memo** of about 200 words based on the scenario below.

As the sales manager of ACME Electronic Equipment at 12A, Jalan Nathan, Tsim Sha Tsui, Kuala Lumpur, you have recently received a number of complaints from your customers about the way they have been treated. Some of them have not been served for more than half an hour. Most of the complaints took place during lunch hour which is ACME's peak time for business. This has been brought to the general manager, Mr Peter Lee's attention.

You are told to write a ***memo*** to all the sales staff instructing them how they should deal with visitors and customers who visit the company. They should take turns for lunch and maintain at least a certain number of staff at all times.

You may invent any other necessary details.

Continued...

Question 2 [15 marks]

Instructions: Write a letter of about 200 words based on the information below using the **fully blocked format** and **open punctuation**.

You saw an advertisement on www.jobstreet.com.my dated 24th April 2016 for a position of Systems Analyst and Programme Developer Specialist with TC iTECH. Write a cover letter to apply for the posted position.

TC iTECH

TC iTECH is an MSC-status start-up company and we are agressively hiring IT talents to join our team.

"Problems are never problems, they are opportunities to discover solutions."

A member of Tan Chong Group

Specialist, SAP

Company Confidential

JOB DESCRIPTION

Job Responsibilities:

- Provide support on SAP Finance, Sales & Distribution and Material Management modules to users;
- Provide support on system integration between SAP and non-SAP as well as support for all modules including changes of reports;
- Investigate and provide propose solution for issue logged by users;
- Monitor, review, and update system configuration document;
- Support continuous process for improvement and mapped into SAP system;
- Provide end users training for SAP modules;
- Analyse and perform feasibility study with BPO on any new request from SAP users and update into SAP system accordingly;
- Manage any SAP application project implementation;
- Manage and support SAP year-end activities;
- Liaise with external consultants including SAP consultant and appointed vendors on issues involving SAP support level 3.

Job Requirements:

- A degree from a recognized institution, preferably in Computer Science;
- Good understanding of business processes, i.e., finance, sales & procurement;
- Demonstrate strong SAP Technical application knowledge and able to understand system integrations;
- Experience in full cycle SAP modules implementation for finance, sales & distribution and material management;
- Able to manage project and team to achieve objective.

WORK LOCATION View larger map / directions

Address:

Jalan 13/4, Seksyen 13, 46200 Petaling Jaya, Selangor, Malaysia

End of Paper